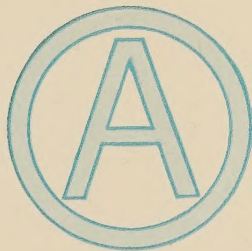


HOW TO LAY AND CARE *for* LINOLEUM



Newell Furniture Co.
Newport, N. H.

HOW TO LAY AND CARE *for* LINOLEUM



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How to Put Down Linoleum

IF you want your linoleum to last as it should, it must, in the first place, be laid properly. So it will be well worth your while to read these directions, and then follow them carefully:

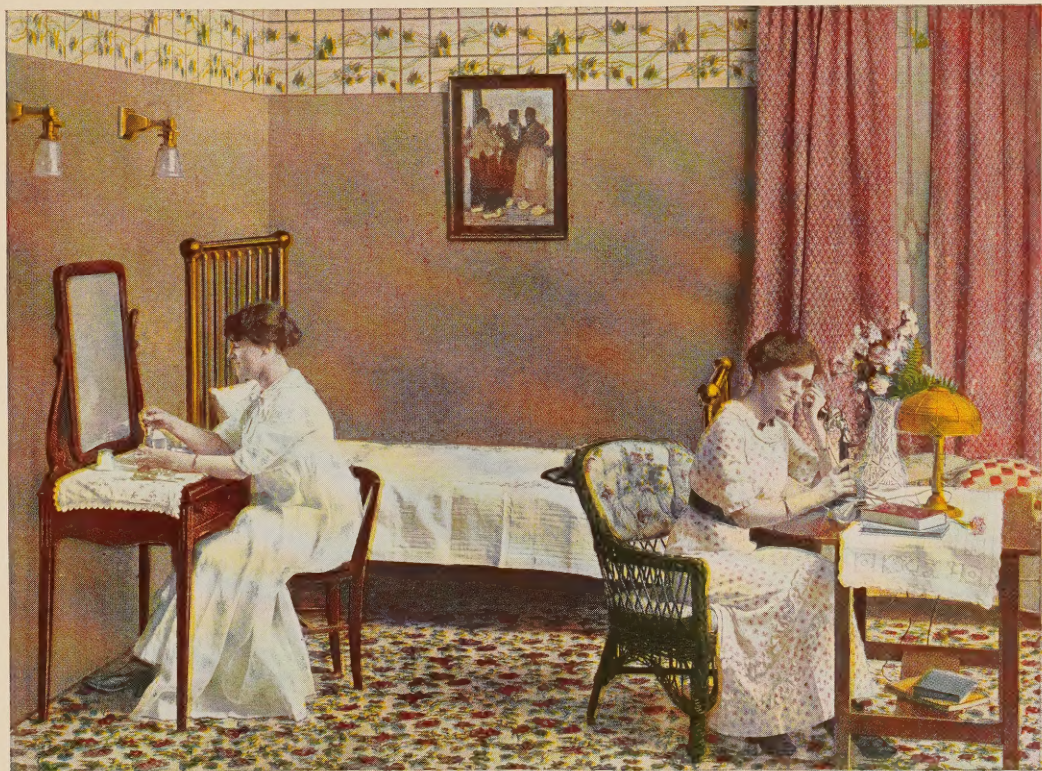
On Wood Floors: The wood itself should be dry and well seasoned, and you must see that the surface is smooth and even. This is extremely important, as otherwise the linoleum is apt to break, owing to the unevenness of the floor underneath.


In putting down the linoleum, cut it so as to allow for expansion; that is, do not attempt at first to make it fit tight. For, after having been rolled up for several weeks or months, it is bound to continue to "grow" for some little time after it is laid out flat. So let it lie loose on the floor for at least two or three weeks, giving it plenty of time to expand as much as it wants to. If you do not do this the linoleum is apt to buckle, which not only gives it an unsightly appear-

ance, but also causes it to wear out quickly. After expansion has ceased, fit it closely all around the room.

In securing linoleum to wood floors, many people simply tack it down with ordinary carpet tacks. This is a great mistake for two reasons. In the first place, the tacks themselves are ugly. Number 18, $\frac{3}{4}$ -inch wire brads, spaced about four inches apart, should be used instead. In the second place, and what is far more serious, the joints in linoleum laid this way are not watertight. Hence, moisture gets underneath, rots the wood, and naturally the result is that the linoleum breaks.

Now, such trouble can be easily avoided by the use of waterproof cement, which we can supply. This cement is a sort of glue, made especially for laying linoleum. The ideal way is to coat the entire back of the linoleum with it, but this, of course, is quite a little work, and hence a good many people



For bedrooms nothing makes a prettier floor than one of the dainty floral patterns in Armstrong's  Linoleum. Sensible, serviceable and sightly.

who follow this method get us to lay their linoleum for them. How the work is done is described further on.

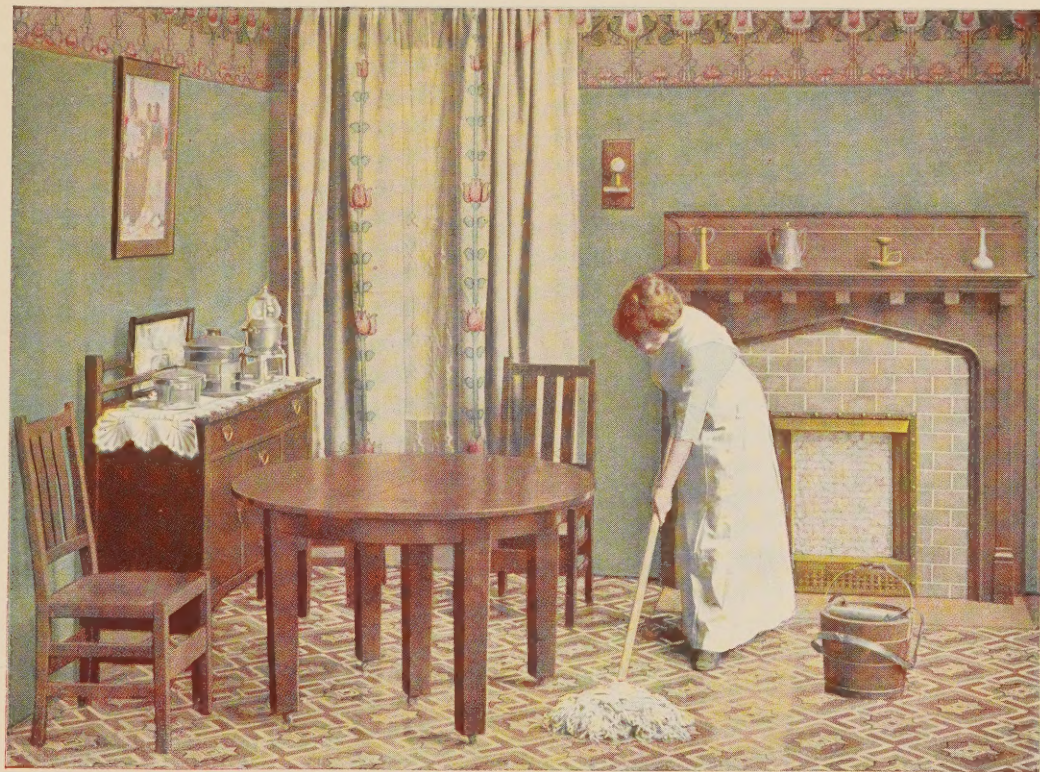
But the point we want to emphasize is this: Even if you lay your linoleum yourself, you can easily cement the edges and seams—particularly around sinks, washtub legs, in front of doors, and other places where water is apt to gather—and thus avoid the trouble that always follows when water gets underneath. A little waterproof cement, a small paint brush and a few heavy objects to weigh down the linoleum while the cement is drying are all you need (except, of course, the wire brads), and your linoleum will then be sure to give the service that you should get out of it.

As stated above, the ideal way to put down linoleum is to coat the entire back with waterproof cement—not merely the edges and seams. A gallon of cement will ordinarily be sufficient for ten square yards of linoleum if the whole back is coated; while the same quantity will be enough for approximately twenty-five square yards if only the edges and seams are cemented. In

applying the cement, the best way is to coat both the floor and the back of the linoleum—using an ordinary paint brush. Then when the cement has started to set—say five or ten minutes after it is applied—stick the linoleum in place. If any cement should get on the surface of the linoleum, remove it *at once* with alcohol.

The surface of the linoleum must then be weighted down uniformly until the cement has fully set. For this purpose sand bags made of 10-ounce duck, 14 inches square, and weighing about 26 pounds each, are generally used. The weights should not be removed for at least twenty-four hours after the linoleum is laid. As an additional precaution, the linoleum should be nailed down with $\frac{3}{4}$ -inch brads, spaced about four inches apart, along the seams and around the edges.

On Cement Floors: If you want to lay linoleum in your laundry, entry-way, bathroom or any other room that has a cement or tile floor, the only way to put it down is with waterproof cement. In such cases, it would be advisable to have our experienced



Armstrong's (A) Linoleum in a fine-grained parquetry pattern is the ideal floor covering for the dining room. Bright and cheerful looking—easy to keep clean.

men do the work for you, as the charge is moderate, and you would be sure then of getting a thoroughly satisfactory job. But should you desire to do the work yourself, this is the way to proceed:

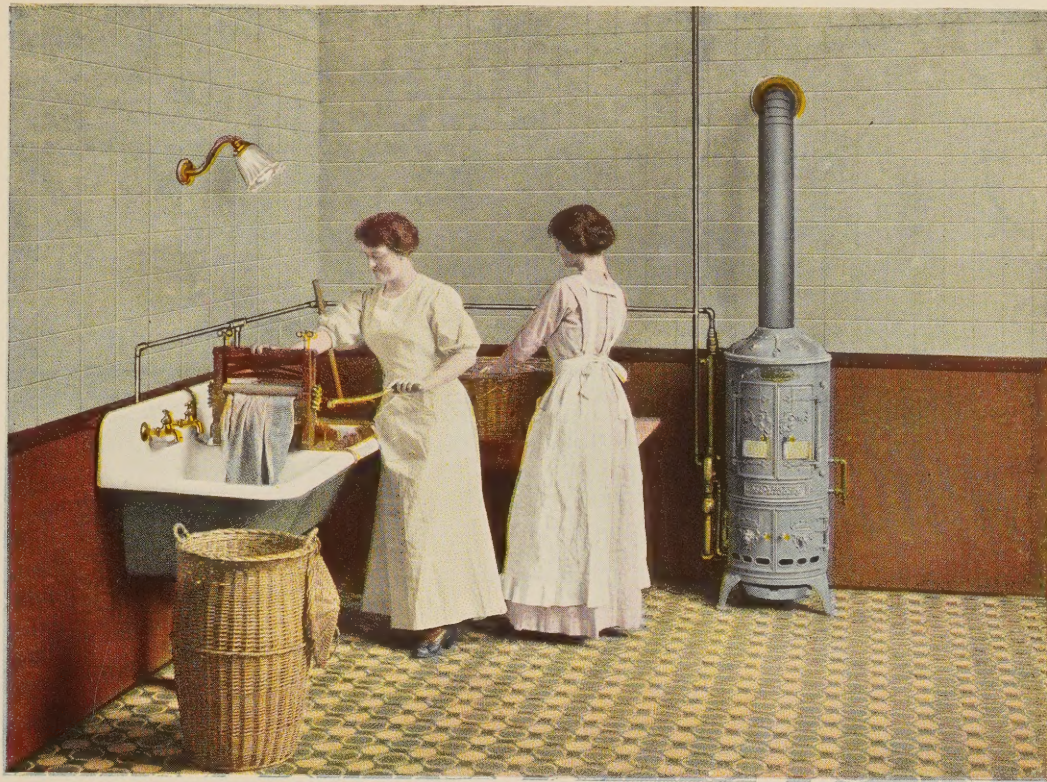
First, see that the surface is smooth and that the concrete is well seasoned. Sometimes, even where the concrete appears to be perfectly dry, there is enough moisture left to affect the burlap back after the linoleum is put down, causing it to shrink instead of to expand. Therefore, in the case of cement floors it is always advisable to let the linoleum "ride the base" for at least two or three weeks before any attempt is made to fit it closely. By this is meant that the linoleum should be cut full—allowed to curve up against the walls an inch or two all around the room. Furthermore, the seams should be lapped slightly, care being taken with figured patterns not to lap them enough to spoil the symmetry of the design.

After all shrinkage or expansion has ceased, fit the linoleum closely and cement it down with waterproof cement, coating

the entire back. The linoleum must then be weighted down uniformly over the whole surface until the cement has fully set. For this purpose, sand bags or props wedged between the floor and the ceiling must be utilized.

Heavy Furniture on Linoleum: When linoleum is installed in places where the furniture is heavy, dome-shaped glass shoes should be substituted for the castors, for the latter will inevitably cut through. This is particularly true of chairs. The sliding glass shoes have a wide bearing surface and no rough edges. They are made in several sizes, have a similar shank to that on a regular castor and will fit in the same sockets. You can get them from us or from almost any hardware or furniture dealer.

Handling Linoleum in Cold Weather: In cold weather linoleum becomes hard and brittle, and if unrolled when in that condition is apt to crack. If you buy linoleum in the winter months, therefore, be sure to keep the roll in a warm room for at least forty-eight hours before unrolling it.



Nowhere in the house will Armstrong's (A) Linoleum be more acceptable than in the laundry. It's easy on the feet and always looks bright and clean.

How to Care for Linoleum

LIKE anything else around the house, if you want your linoleum always to look well, and to last a long time, you must give it reasonable care and proper treatment.

In washing it, don't use soda, lye, potash or strong scouring soaps. They tend to rot the linoleum and destroy the colors. A mild soap—free from alkali—with clean, tepid water, is the only cleansing agent that should be used. The water should not be hot and the linoleum should be dried thoroughly immediately after it is washed. It is best to wash and dry about one square yard at a time.


Your linoleum will last longer and the brightness of the colors will be retained and renewed if you will go over the surface oc-

asionally—say every three weeks—with some good polish, being sure to *rub it in*. “Liquid Veneer,” “Linoleum Reviver,” or any good floor wax can be used for this purpose. A home-made polish that yields excellent results is easily prepared by dissolving, under slow heat, one part of bees-wax in two parts of turpentine by weight. Care must be taken, of course, to avoid setting this mixture on fire while preparing it. Whatever polish you use, don't merely coat the surface with it. *Rub it in thoroughly.*

If American housewives could but visit a few homes in England and Germany, where linoleum is always kept polished, they would realize at once how greatly such treatment improves its appearance.






A cool matting design in Armstrong's  Linoleum—with perhaps a small rag or two on top—will prove a constant source of pleasure and satisfaction. Many beautiful colorings to match hangings and decorations.

Why We Recommend Armstrong's Linoleum

THE policy of this store has always been to sell only those lines of merchandise which we can stand back of with our own name and reputation. To satisfy you, to have you feel that whatever you purchase here is of good, reliable quality, has been and will always be our constant aim.

And so we sell Armstrong's  Linoleum because we believe, in the first place, that the linseed oil it contains is pure, that the cork is clean, that the burlap is strong and evenly woven, that the colors are bright and lasting, and that all these ingredients are put

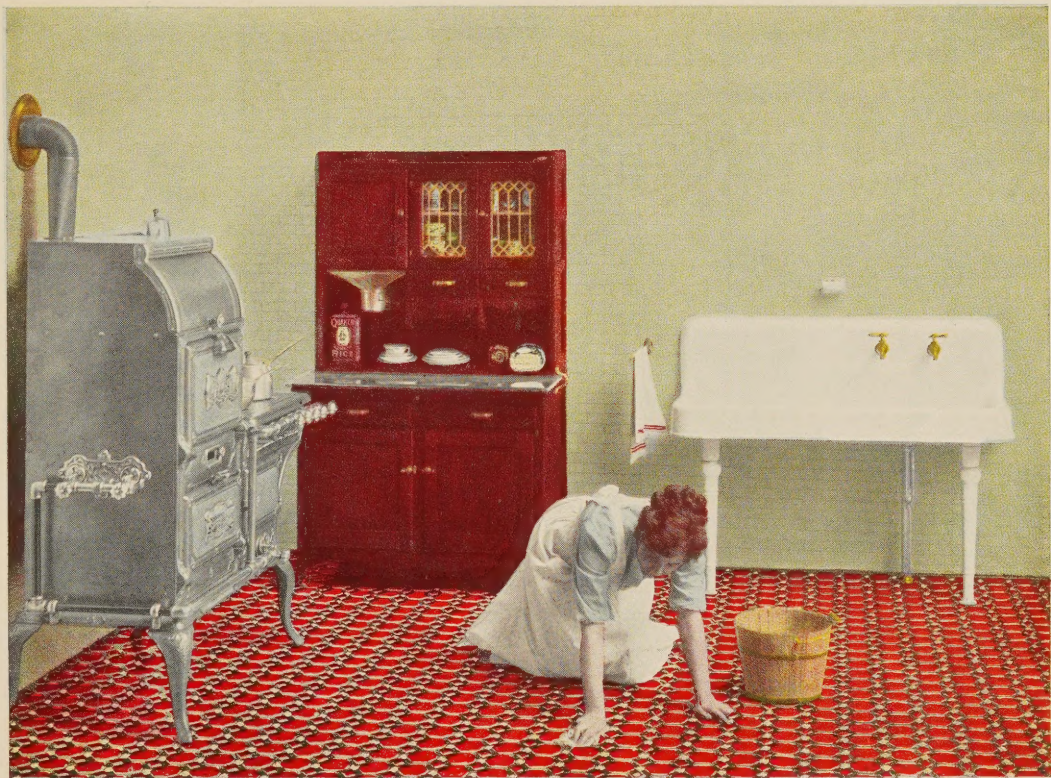
together skillfully and carefully. In other words, because we believe it is *good* linoleum.

The second reason we sell it is because of its varied and remarkably attractive patterns. "Patterns for Every Room in the House" is its manufacturer's slogan, and it has been wisely chosen. For in the Armstrong Line you will find wood patterns for dining rooms and libraries, carpet designs for living rooms, matting patterns and floral patterns for bedrooms and nurseries, together with a wide assortment of tile, mosaic and novelty patterns for bathrooms, kitchens, laundries and halls.

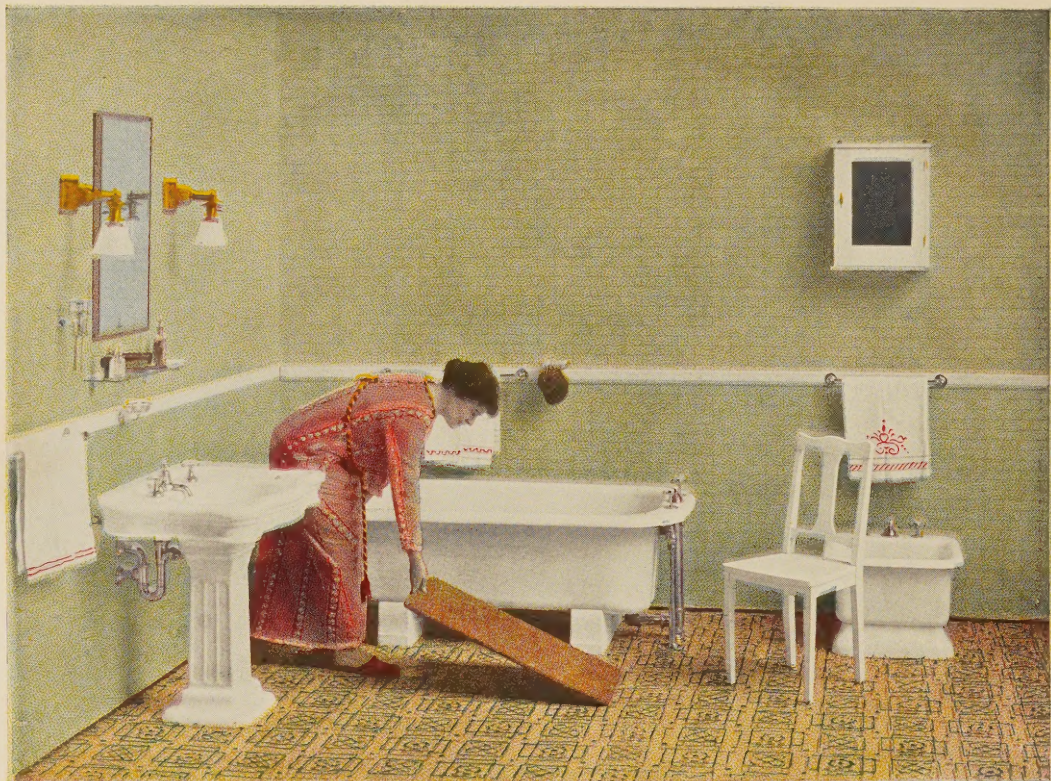
Look over the Armstrong Line at your convenience



*When buying Linoleum
Look for this Mark on the Back*



In the kitchen and pantry, Armstrong's Ⓐ Linoleum helps keep things clean and sweet. No cracks for crumbs to creep into—no danger of slipping when you're in a hurry.



Clear, clean-cut patterns and colors characterize Armstrong's Ⓐ Linoleum. Cool, inviting and splendidly suited for bathroom use.

